International Recruitment Coordinator
Student Recruitment and Admissions, External Relations

Closing date: 13 August 2018
Interview date: 06 September 2018
Vacancy reference: 6896
INTRODUCTION

The University Strategy for 2014-2020 sets ambitious targets for student recruitment at a time of increasing competition with a focus on growth in the University’s population of high quality students. Student Recruitment and Admissions (SRA) plays a vital role in this vision, acting at the point of interface between the University and its future students. This role supports the Office’s strategies for international student recruitment.

SRA is a busy and important office for the University, comprising approximately 60 staff in 5 teams, each with a major part to play in the student recruitment and admissions process for both undergraduate and postgraduate students. Staff in SRA work closely with prospective students, their parents and advisers in a range of home and international markets and across multiple communication channels. The team also promote widening participation activities and outreach events as well as conduct the admissions process for undergraduate and postgraduate programmes.

The International Recruitment Team is responsible for the recruitment of international (non-EU) students. The principal remit of the Team is to contribute to the University’s strategy by increasing the number of well-qualified international students admitted to the University and as well as contributing to the diversity of the student body. The Team works across 7 regions and approximately 30 target markets to deliver recruitment activities, promote and develop brand awareness, maintain stakeholder relationships, and identify market opportunities.

We are seeking to appoint a new International Recruitment Coordinator to support the delivery of our student recruitment and outreach activities across a range of international markets. The post-holder will also coordinate some of the administrative processes that underpin the Team’s work, and provide project and administrative support to the Team’s managers.
Main purpose of the role

To play a key role in supporting the strategic and operational activities of the International Recruitment Team. This will include a range of recruitment activities, projects, and stakeholder engagement across a variety of international markets. This role will also coordinate and develop some of the administrative processes that underpin the Team’s work. This will include supporting the International Officers in their work on market development and recruitment, statistical analysis, reporting and impact assessment, participation in overseas recruitment visits, coordinating the University’s international scholarship scheme, assisting with market conversion activities, and managing inward visits from key stakeholders. Duties will also include providing administrative and project support to the Head of Student Recruitment and Outreach.

The post-holder will work under the direction of the International Recruitment Manager.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

International Student Recruitment

- Play a constructive and pro-active role in the implementation of the University’s international student recruitment activities in support of the University Strategy.
- Conduct international recruitment visits in the UK and overseas, as directed by the International Recruitment Manager.

- Represent the University at recruitment events in the UK and in overseas markets to provide advice and guidance to prospective international students and their advisers.
- Visit source institutions such as schools, colleges and universities to deliver presentations promoting the University to prospective international students and their advisers.
- Write reports summarising the objectives and outcomes of recruitment visits.
- Maintain productive relationships with key influencers such as agents, schools, colleges, universities, funding bodies (including government ministries, embassies or sponsors), British Council, University of York alumni and others, as may be appropriate within the context of stakeholder engagement.

Project Coordination

- Coordinate the University’s international scholarship scheme, including managing the application and selection process, award allocations, finance, communications to applicants and academic departments, and reporting on the annual outcomes of the scheme.
- Plan and execute international market conversion campaigns, as directed by the International Recruitment Manager.
- Work collaboratively with the CRM Manager, Strategic Marketing, and International Recruitment Team colleagues to maximise the impact of the University’s CRM system.
- Gather and analyse market intelligence, including statistical data, to inform market planning and development, and to inform the development of wider international recruitment strategy.
- Provide support for other international recruitment projects as directed by the Head of Student Recruitment and Outreach or the International Recruitment Manager.

Administration

- Assisting with the practical aspects of overseas
recruitment events, including making travel and accommodation arrangements, visa applications for travelling staff, promotional mailings to applicants and enquirers and the dispatch of freight; providing direct support to one International Officer.

- Assist in responding to enquiries from internal and external stakeholders by email, telephone, social media, and in person.

- Routine maintenance of databases.

- Assist the Head of Student Recruitment and Outreach and the International Recruitment Manager with the development and analysis of management information reports.

- Provide administrative support to the Head of Student Recruitment by way of diary management, booking travel, organising meetings, etc.

**Collaborative Working**

- Work in a constructive and collaborative manner with a range of individuals and organisations to ensure that the above responsibilities are carried through.

- The post-holder may from time to time be involved in other aspects of Student Recruitment and Admissions’ work, in particular providing staffing assistance at major Open Days and during confirmation and clearing.

- The above list of duties is not exhaustive and is subject to change. You may be required to undertake others duties within the scope and grading of the post.
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<td>Good honours degree or equivalent relevant experience</td>
<td>Essential</td>
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<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Awareness of recent developments affecting international student recruitment to the UK</td>
<td>Essential</td>
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<td>Specific knowledge relating to student recruitment opportunities for UK higher education providers in one of the following regions: East Asia, North America, South Asia</td>
<td>Desirable</td>
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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<td>Strong research and analytical skills with the ability to analyse information and data and draw conclusions.</td>
<td>Essential</td>
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<td>Ability to interpret management information for planning and evaluating the effectiveness of activities</td>
<td>Essential</td>
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<td>Ability to convey complex information with impact and clarity, both verbally and in writing.</td>
<td>Essential</td>
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<td>Ability to prioritise own workload across a variety of tasks, working to tight deadlines</td>
<td>Essential</td>
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<td>Excellent IT skills including the use of word-processing, presentation, database and spreadsheet applications</td>
<td>Essential</td>
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<td>Excellent organisation skills and ability to prioritise a busy workload</td>
<td>Essential</td>
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<td>Ability to work effectively as part of a team</td>
<td>Essential</td>
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<th>Experience</th>
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<td>Experience of working in a busy office in an administrative or customer service role.</td>
<td>Essential</td>
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<td>Experience of public speaking and leading presentations</td>
<td>Essential</td>
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<td>Experience of providing efficient and effective customer service</td>
<td>Essential</td>
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<td>Experience of working in an international student recruitment role within the HE sector</td>
<td>Desirable</td>
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<td>Experience of UK Higher Education</td>
<td>Desirable</td>
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### Personal attributes

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<tr>
<td>Excellent interpersonal skills and an ability to work with stakeholders at different levels</td>
<td>Essential</td>
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<td>Ability to work with a high degree of independence and respond positively to changing circumstances</td>
<td>Essential</td>
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<td>Evidence of a high level of attention to detail and accuracy</td>
<td>Essential</td>
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<td>Ability and willingness to travel independently overseas, which may be for extended periods</td>
<td>Essential</td>
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<td>Ability and willingness to work extended hours and out of hours (eg evenings and weekends where required)</td>
<td>Essential</td>
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<td>Ability to deal with sensitive and confidential information appropriately</td>
<td>Essential</td>
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Student Recruitment and Admissions (SRA) forms part of the University’s Directorate of External Relations. SRA has responsibility for the following:

Outreach to and recruitment of prospective undergraduate and postgraduate students in the UK, European and worldwide markets;

Admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University’s admissions function and links with UCAS. Admissions decision-making is in part centralised with decisions taken by members of SRA staff;

Outreach specifically to students with widening participation characteristics.

This role is based within the International Recruitment Team which recruits prospective students from non-EU international markets.

SRA works closely with other sections of the Directorate: in particular Marketing and the International Relations Office, but also including the Office for Philanthropic Partnerships and Alumni (OPPA) and the Centre for Lifelong Learning.

SRA is based in the Stables Building on Campus West. Co-location of all teams within SRA leads to effective coordination of the Office’s functions and constructive collaboration between teams.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it's also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6896
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 13 August 2018

What will I need?

We will ask you for details of:
- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance

Direct any informal queries to Gwion Sims at gwion.sims@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835